

KUAC Fairbanks serves a varied audience which includes a mix of rural and urban, and many different cultures. KUAC transmitter and translator sites are spread out over the interior of Alaska with many in difficult to reach places. KUAC is excited about the prospects of HD radio as it will improve quality of reception to places that rely solely on public radio for their news and information, but we are even more excited about the opportunity to provide additional programming via the multiplexing capabilities.

With the additional program opportunities of a multiplex or second audio service, KUAC would offer supplemental programming and entirely new services. KUAC already provides many critical services via radio including the live broadcast of the Fairbanks North Star Borough Assembly and School Board meetings during prime time. This service provides an opportunity for those living in remote areas to participate in and better understand the workings of their local government. With a second audio service KUAC could provide additional similar services while at the same time, providing other programs of more general audience interest. Additionally, KUAC could explore programming to better serve our native audiences, and offer insight into the multiple cultures we live among as Alaskans.

The addition of a second audio channel on the same transmitter/translator also means we can add these services without maintaining a second transmitter/translator at all of our sites. This is critical with maintenance costs as high as they are in Alaska.

Finally a second service will also increase membership revenue opportunities as we are able to better greater value to our audience.

For all of these reasons I encourage the Commission to move forward with the full approval of DAB that authorizes the use of a multiplexed or additional audio/data channels.

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